

Ad Performance Tracker Guide

1. Campaign Name

Write the name of your campaign. For example, “Winter Sale Ads” or “Google Ads for Services.”

2. Ad Platform

Note the platform you’re using, like Google Ads, Facebook Ads, or TikTok Ads.

3. Start and End Dates

Record when your campaign started and when it will end.

4. Budget

Write the total amount you’ve allocated for this campaign.

5. Key Metrics to Track

- **Impressions:** How many times your ad is shown to people.
- **Clicks:** The number of times people click on your ad.
- **Click-Through Rate (CTR):** The percentage of impressions that turned into clicks.
- **Cost Per Click (CPC):** How much you pay each time someone clicks on your ad.
- **Conversions:** The number of people who completed the action you wanted (like buying a product or signing up).
- **Cost Per Conversion:** How much you spend to get one conversion.

6. Goals

Define what success looks like. For example, “Get 1,000 clicks” or “Achieve a conversion rate of 5%.”

7. Daily or Weekly Updates

Track your results regularly by writing down the metrics for each day or week. For instance:

- Impressions: 5,000
- Clicks: 200
- CTR: 4%
- Conversions: 20

8. Observations

Write notes on what’s working and what’s not. For example, “CTR is high on TikTok but low on Facebook” or “Ad with video performed better than the one with an image.”

9. Adjustments

List any changes you make to the campaign, such as increasing the budget, changing the ad creative, or targeting a new audience.

10. Final Results

At the end of the campaign, summarize the performance:

- Total impressions
- Total clicks
- Total conversions
- Overall ROI (Return on Investment)